Rep Order# EC'd Yes 7895366

Ver# 1 Status New

Traffic Order#

Printed: 08/07/2012 12:54 PM 08/07/2012 11:23 AM

> 1 양 Ų,

Showing Buylines: All Lines Last Received:

Fax# Buyer Phone# Estimate# Product Advertiser Station KSL-TV SALT LAKE CITY KRISTY MORAN 2980 NRCC IE 2012) NRCC-NATL REPUB CONG

> Flight Dates Hiatus Weeks

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE Sales Offic ALEXANDRIA, VA 22314 Salesperse Agency C/P1/P2/E 155/426/2980 08/24/2012 - 08/30/2012

Sales Office (Salesperson (Salesperson Phone#

Salesperson FAX#) WASHINGTON) JAMIE ANDRUS

* 202-872-1155 \ordan

| CONTRACT COMMENT - | |
|--------------------|--|
| T – | |

ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES.

| Ln Day | Ā | Program | Time | Ľen | Dates | Spots/Week | Rate | Total Spots |
|------------------------|----------|------------------------|---------|---------|-------------|------------|----------|---------------|
| : | 1 | | | 1 | | 1 1 1 1 | | |
| H) | | TODAY SHW2 | 9A-10A | :30 | 08/24-08/24 | N | \$230.00 | Ю |
| Rating: 1.4 | 42 | | | | | | | |
| 2 M-TH Rating: 1.4 | TH 4 | TODAY SHW2 | 9A-10A | :30 | 08/27-08/30 | α | \$230.00 | ω |
| | | Buyline Comment: 2/DAY | | | | | | |
| 6 F Rating: 1.3 | ω | RACHAEL RAY | 10A-11A | :30 | 08/24-08/24 | <u>ы</u> | \$230.00 | _{E-} |
| 7 M-TH Rating: 1.3 | TH 3 | RACHAEL RAY | 10A-11A | :30 | 08/27-08/30 | 4 | \$230.00 | . 44, |
| ! | | Buyline Comment: 1/DAY | | | | | | |
| 11 F Rating: 1.1 | P | STUDIO 5 | 11A-12P | :30 | 08/24-08/24 | N | \$220.00 | N |
| 12 M-TH Rating: 1.1 | TH | STUDIO 5 | 11A-12P | : 30 | 08/27-08/30 | ω | \$220.00 | ω |
| | | Buyline Comment: 2/DAY | | | | | | |
| 16 F Rating: 2.1 | P | KSL 5 NWS-NOON< | 12P-1P | :30 | 08/24-08/24 | N | \$220.00 | 6 |
| 17 M-TH Rating: 2.1 | 1 H | KSL 5 NWS-NOON< | 12P-1P | :30 | 08/27-08/30 | œ | \$220.00 | ω |

Buyline Comment: 2/DAY

| 42 SU SUN TODAY-NBC Rating: 1.0 | 38 M-TH TODAY SHW Rating: 2.1 Buyline Comment: 2/DAY | 37 F TODAY SHW Rating: 2.1 | 33 M-TH TODAY SHW Rating: 2.4 Buyline Comment: 2/DAY | 32 F TODAY SHW Rating: 2.4 | 29 M-TH KSL 5 NW TDY 2 Rating: 1.5 Buyline Comment: 2/DAY | 28 F KSL 5 NW TDY 2 Rating: 1.5 | 23 M-TH DR. PHIL Rating: 1.1 Buyline Comment: 2/DAY | 22 F DR. PHIL Rating: 1.1 | 21 SU SU EDTN-LINDSY Rating: 0.9 | In Day Program | Station KSL-TV SALT LAKE CITY Advertiser () NRCC-NATL REPUB CONG Product NRCC IE 2012 Estimate# 2980 Buyer KRISTY MORAN Phone# Fax# | Rep Order# 7895366 Ver# 1 Status New EC'd Yes |
|---------------------------------|--|-------------------------------|--|-------------------------------|---|------------------------------------|---|------------------------------|-------------------------------------|------------------|--|---|
| 7A-8A :30 | 8A-9A :30 | 8A-9A :30 | 7A-8A :30 | 7A-8A :30 | 6A-7A :30 | 6A-7A :30 | 4½-5Þ :30 | 4P-5P :30 | 9A-930A :30 | Time Len | Agency () NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314 Agency C/P1/P2/E 155/426/2980 Flight Dates 08/24/2012 - 08/30/2012 Hiatus Weeks | Traffic Order# |
| 08/26-08/26 2 | 08/27-08/30 8 | 08/24-08/24 2 | 08/27-08/30 8 | 08/24-08/24 2 | 08/27-08/30 8 | 08/24-08/24 2 | 08/27-08/30 8 | 08/24-08/24 2 | 08/26-08/26 I | Dates Spots/Week | SEARCH PLANNING Rep Firm Sales Office () WASHINGTON Salesperson () JAMIE ANDRUS Salesperson Phone# 202-872-1155 Salesperson FAX# | Printed: 08/07/2012 12:54 PM Last Received: 08/07/2012 11:23 AM Showing Baylines: All Lines |
| \$150.00 2 | \$725.00 8 | \$725.00 2 | \$850.00 | \$850.00 2 | \$375.00 8 | \$375.00 2 | \$275.00 8 | \$275.00 2 | \$85.00 1 | Rate Total S | GTON NDRUS 1-1155 | 2 of 5 |

| Rep Order# 7895366 Ver# 1 Status New EC'd Yes | Traffic Order# | | Last F Showing Bu | Printed: 08, Last Received: 08, Showing Buylines: All Lines | 08/07/2012 12:54 PM 08/07/2012 11:23 AM nes | 22 | 3 of 5 | |
|--|-------------------------------|--|----------------------|---|---|--------------------------------|-------------|--------------|
| Station KSL-TV SALT LAKE CITY Advertiser () NRCC-NATL REPUB CONG Product NRCC IE 2012 Ferimate# 2080 | Agency () N. 815 SLAT ALEXAN | () NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314 | MA RESEARC | | Rep Firm Sales Office (Salesperson (|) WASHINGTON) JAMIE ANDRUS | TON DRUS | |
| | Flight Dates Hiatus Weeks | 08/24/2012 - 08/30/2012 | /30/2012 | | Salesperson Phone# Salesperson FAX# | ne# 202-872-1155 \$# | -1155 | |
| | | Time | Len | Dates | Spo | Spots/Week | Rate | Total Spots |
| 43 SU MEET PRESS-SUN Rating: 1.5 | | 8A-9A | : 1 30 1 | 08/26-08/26 | N | | \$200.00 | N |
| 44 F KSL 5 NWS AT 5 Rating: 1.7 | | 57~530Þ | :30 | 08/24-08/24 | н | | \$675.00 | н |
| 45 M-TH KSL 5 NWS AT 5 Rating: 1.7 Buyline Comment: 1/DAY | | 5P-530P | :30 | 08/27-08/30 | 4 | | \$675.00 | 42 |
| 49 F KSL 5 NWS AT 6 Rating: 2.4 | | 4089-49 | :30 | 08/24-08/24 | ш | | \$675.00 | ב |
| 50 M-TH KSL 5 NWS AT 6 Rating: 2.4 Buyline Comment: 1/DAY | | GP-630¤ | :30 | 08/27-08/30 | 4 | | \$675.00 | czi, |
| 54 F KSL 5 NWS-6:30 Rating: 1.7 | | 630P-7P | : 30 | 08/24-08/24 | Н | | \$550.00 | ч |
| 55 M-TH KSL 5 NWS-6:30 Rating: 1.7 Buyline Comment: 1/DAY | | 630P-7P | :30 | 08/27-08/30 | Ą | | \$550.00 | -di |
| 59 SA KSL5 NWS-6P SA Rating: 0.9 | | 6P-630P | : 30 | 08/25-08/25 | . | | \$275.00 | н |
| 60 F TONITE SHW-NBC< | | 1035P-1137P | : 30 | 08/24-08/24 | N | | \$775.00 | N |
| 61 M-TH TONITE SHW-NBC< | | 1035P-1137P | :30 | 08/27-08/30 | œ | | \$775.00 | ω |

Rating: 2.9

Buyline Comment: 2/DAY

| Rep Order# 7895366 EC'd Yes | Ver# 1 | Status New | Traffic Order# | # | Last Showing B | Printed: 08. Last Received: 08/ Showing Buylines: All Lines | 08/07/2012 12:54 PM 08/07/2012 11:23 AM nes | · PM AM | 4 of 5 | |
|--|---|------------|--|---|-------------------|--|---|--------------------------------|----------------------------|---------------|
| KSL-TV . (NRCC | KSL-TV SALT LAKE CITY () NRCC-NATL REPUB CONG 1000 | ONG | Agency ()1 815 SLA: ALEXAN | () NATIONAL MEDL 815 SLATERS LANE ALEXANDRIA, VA 22314 | DIA RESEAR 14 |) NATIONAL MEDIA RESEARCH PLANNING LATERS LANE KANDRIA, VA 22314 | Rep Firm Sales Office (Salesperson (|) WASHINGTON) JAMIE ANDRUS | NGTON | |
| Buyer KRISTY MORAN Phone# | MORAN | | Agency C/F1/F2/E Flight Dates Hiatus Weeks | 155/426/2980 08/24/2012 - 08/30/2012 | 3/30/2012 | | Salesperson Phone# Salesperson FAX# | * | 202-872-1155 | |
| ָּ ט | Program | | | Time | Len | Dates | Ø | Spots/Week | Rate | Total Spots |
| 65 SA Rating: 1.6 | SPORTS BEAT SA< | | | 1035P-1105P | :30 | 08/25-08/25 | ⊬ [| | \$ 1 22 1 55 1 00 | 1 I I I |
| 66 SU Rating: 1.9 | SPORTS BEAT SU | | | 1035P-11F | :30 | 08/26-08/26 | H | | \$500.00 | н |
| 67 SA Rating: 0.7 | SPORTS BEAT SA | | | 630P-7P | :30 | 08/25-08/25 | н | | \$100.00 | ц |
| 68 TU Rating: 9.7 | AMER TALENT | | | 401-46 | :30 | 08/28-08/28 | N | | \$3,200.00 | N |
| 69 W Rating: 4.0 | REPUBLICAN CONVENTION | ENTION | | 7 ₂ -9 ₂ | :30 | 08/29-08/29 | ₽ | | \$2,200.00 | щ |
| 70 F Rating: 5.8 | AMER TALENT (R) | | | 7P-8P | : 30 | 08/24-08/24 | н | | \$1,800.00 | Н |
| REPORT TOTALS Report Totals: 113 | / \$59,835.00 | | | | | | | | | |
| SALES MONTHLY TOTALS | TALS- | | | | | | | | | |
| Aug 12: 30 / \$13,355.00 Sales Totals: 113 / \$59,835.00 Station Totals: 113 / \$59,835.00 Lines not sent/rcld/rtrn: 0 / \$0.00 COMPETITIVE | 30 / \$13,355.00 : 113 / \$59,835.00 .ls: 113 / \$59,835.00 nt/rcld/rtrn: 0 / \$0.00 | Sep 12: | 83 / \$46,480.00 | | | | | | | |
| | Market Totals | \$239,340 | CABL 0% KUCW 0% | KJZZ 0% KUTV 0% | KSL | 0 N | KSTU 0% UNKN 75% | KTVX | VX 0% | |

Books

null

Rep Order# EC'd Yes 7895366 Ver# 1 Status New Traffic Order#

Printed: 08/0
Last Received: 08/0
Showing Buylines: All Lines 08/07/2012 12:54 PM 08/07/2012 11:23 AM

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NAT'L REPUB CONG
Product NRCC IE 2012
Estimate# 2980
Buyer KRISTY MORAN
Phone#

Demos Fax#

RA35+

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm

815 SLATERS LANE
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2980
Flight Dates 08/24/2012 - 08/30/2012
Hiatus Weeks
Salesperson Ph) WASHINGTON) JAMIE ANDRUS

Salesperson Phone# Salesperson FAX# 202-872-1155

5 of

υı